



A short vamp, "Patrician" model—one of the season's smartest creations.

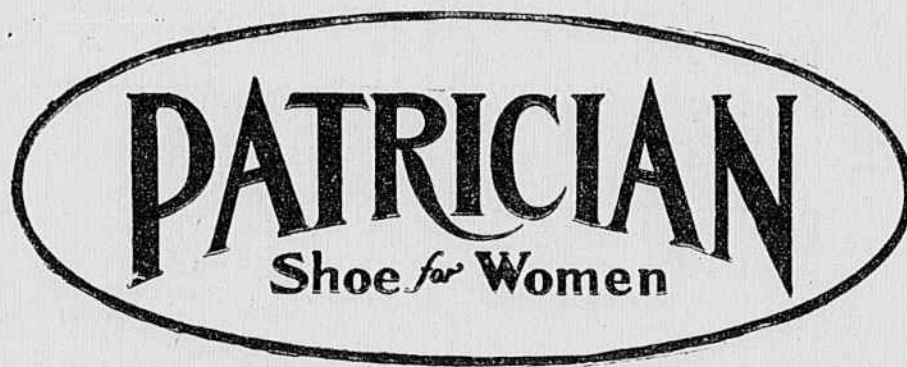
"Patrician" styles for fall include the fashionable new short vamp effect and an endless variety of custom lasts, in Patent Leather, Gun-Metal Calf, Tan Calf, Suede, Velvet and Satin.

IN every woman's heart there is an inborn desire for fine apparel. Not necessarily the showy articles of dress, but the things that have the *true ring of quality and elegance*.

The rustle of fine silk---the feel of a good glove---the snappy lines of a dainty shoe---what woman is there who can resist them?

The shoe that satisfies the demand for ultra elegance is the

\$3.50, \$4.00 and \$5.00



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Every "Patrician" is a correct style, fashioned on a perfect last, but over and above style, "Patrician" is the embodiment of refinement and elegance.

The product of master designers and master workmen, every "Patrician" model

represents the highest interpretation of the shoemaker's art. These are the reasons why so many women of exclusive taste and means prefer "Patrician" to shoes at far higher prices. The range of "Patrician" styles offers a shoe to harmonize with every costume.

You are doing yourself a positive injustice if you fail to see our superb display of "Patrician" models for fall.

SEYMOUR SYCLE

11 WEST BROAD STREET

RICHMOND, VIRGINIA